



Digital Television Adapters



Digital Terrestrial Adapters

- Regulators, manufacturers, and energy advocates now agree that 1 W standby and 8 W active power are not feasible
- CEA is not aware of any single purpose DTAs in the market in the US, much less the 46,000 stated by the Staff Report
- It is simply impossible to demonstrate cost effectiveness for a non-existent product



www.CE.org



CEC Basis for Standard

- “Energy savings for DTAs are based on a level of 1 W standby and 8 W active that was proposed during the last International Energy Agency workshop on STBs.”
PG&E report
- Levels are linked to Europe’s *voluntary* code of conduct

DTV in Europe vs US

- Europe
 - DVB-T
 - OFDM modulation
 - Standard Definition
- US
 - ATSC
 - VSB modulation
 - High Definition
- HD requires five times the data rate of SD to make a picture
- Every US DTV must receive and process the complete 19 Mbps stream, even DTAs that convert to NTSC analog TV

Current State of the Art

- Test data from one retailer indicate that HD converter boxes typically draw nearly 15 W in power on;
 - None draw less than 10 W
- There is no engineering or economic reason to make an HD Tuner STB that consumes any more active power than absolutely necessary
- California has effectively banned DTAs
 - Yet DTAs may be needed to ensure TV reception for Californians who rely on the Federal subsidy



Understanding DTAs

- Hysteria around DTAs and the analog TV shut off needs to diminish
 - Only 13% of US households do not subscribe to a pay TV service
 - All TVs on store shelves will have DTV tuners before the shut off date occurs, limiting the market for DTAs
- Sole purpose DTA boxes are a product with a limited life created by government action
- There is no long term market for this product



DTA Converter Box

- Cost is a principle consideration in the construction of sole purposes boxes due to limited Federal subsidy
 - The federal government expects these boxes to be reasonably priced in the \$60 range. This price point will be threatened by California regulations.



www.CE.org



Our Request

- Remove the DTA standard
 - Its feasibility could not be justified when proposed, nor when adopted
 - Industry dialog has already disproved the outdated 1 W/8 W limit
 - This product category is directly linked to a federal subsidy program and should be dealt with at a federal level

